

From the President's Desk

Greetings Arkansas Chapter Members,

We have begun the 2008-2009 membership year. We are going to have another outstanding year with increased member participation, a larger board with new participants and exciting educational programs featuring the experiences of our provider members.

Please note the 2008-2009 Board of Directors to the right and committee members below:

Program Committee Members

Dr. Kathy Trawick
Dewey Freeman
Carol Slone, R.N.

Membership & Communications Members

John Blanch, M.D.
Jack Wagner
Bradley Markum
Clay Funderburg

We look forward to working with you and welcome any feedback that you may have to strengthen the Chapter. We are always looking for additional support, if you are interested in volunteering in any capacity please contact Philip Hughes at philip.hughes@cmcofic.org.

Kind Regards,
Adena Handy
President AR Chapter
adena.handy@att.com

Upcoming Events

October 29th IT Summit at the Statehouse Convention Center

The IT Summit is the ultimate conference series for top-level executives from the private sector, government, education, and economic development communities. The events are produced by and for senior leaders for the purposes of economic development, education, and the proliferation of information technology.

[Register Here!](#)

09' HIMSS Annual Conference

HIMSS 09' offers you the very latest perspectives, products and services to tackle your biggest IT challenges.

Join us at the healthcare IT industry's foremost event, featuring:

- Celebrity keynotes and industry speakers on compelling topics 300+ education sessions focusing on strategies, initiatives and solutions
- 900+ exhibits highlighting cutting-edge technology and services
- Power networking opportunities

Register today at www.himssconference.org.

President

Adena Handy
Healthcare Director, FHIMSS
AT&T
adena.handy@att.com

President Elect

Dennis Strobel
Director, IS
Baptist Health
dennis.strobel@baptist-health.org

Treasurer

Nancy Beyer
Director, HIM
Jefferson Regional Medical Center
beyern@jrmc.org

Secretary

David Blankenship
Territory Account Manager
Cisco Systems
dablanke@cisco.com

Membership & Communications Chair

Philip Hughes
CIO
Community Medical Center of
Izard County, Fulton County
Hospital
philip.hughes@cmcofic.org

Program Chair

Kevin Trovini
Director ISD - Strategic
Partnerships & Communications
Wal*Mart Stores, Inc.
kevin.trovini@wal-mart.com

Sponsorship Chair

James Gaston
Manager, Enterprise Information
Development
Arkansas Blue Cross Blue Shield
jegaston@arkbluecross.com

Web Liaison Chair

Andy Ketch
Business Development Manager
Acxiom Healthcare
aketch@heartbeatdigital.com

Newsletter Sponsors



Bulletin Board

- Don't Forget To Renew Your HIMSS Membership Today! Here's an easy way to renew your HIMSS membership... [click here!](#)
- Get certified! Not sure if you are ready to obtain CPHIMS certification? [Click here to learn more.](#)
- [HIMSS09](#)
Chicago, IL
April 4-8, 2009
- Visit the HIMSS HIT dashboard at www.himss.org/statedashboard/ to access a comprehensive information tracking tool! The HIT Dashboard organizes information by project types or components to make it easier to find information by state on various topics.
- Do you know of a fellow Arkansas HIMSS member that you feel needs to be recognized for their hard work and contribution to the industry? We would like to spotlight their achievement in our "Member Spotlight" section of the newsletter. If so, please submit your nomination in the Member Spotlight section of the Arkansas HIMSS Webpage, www.arkansashimss.org
- This newsletter is for you! We intend to provide useful and interesting information to our chapter members. Please send any comments or suggestions to Adena Handly at adena.handly@att.com.

Member Spotlight



Nancy Beyer, RHIT

Director Health Information Management

Jefferson Regional Medical Center
- 471 bed facility, Pine Bluff, AR

What do you do at JRMC?

As Director of health information management, I work with physicians to ensure overall compliance with Medical Records and Electronic Medical Record privacy regulations. I manage the functions of the HIM environment on a daily basis and work with coders to ensure quality coding and reimbursement within a reasonable time frame while focusing on both direct and indirect components of the Electronic Health Information Environment.

What are you currently working on?

I am currently working with the IS department to ensure proper planning and strategies, implementation and monitoring of multiple information management systems throughout the organization. Specifically, provide our physicians with the ability to access and complete their medical record charts electronically using the EMR.

What is your favorite thing about your job?

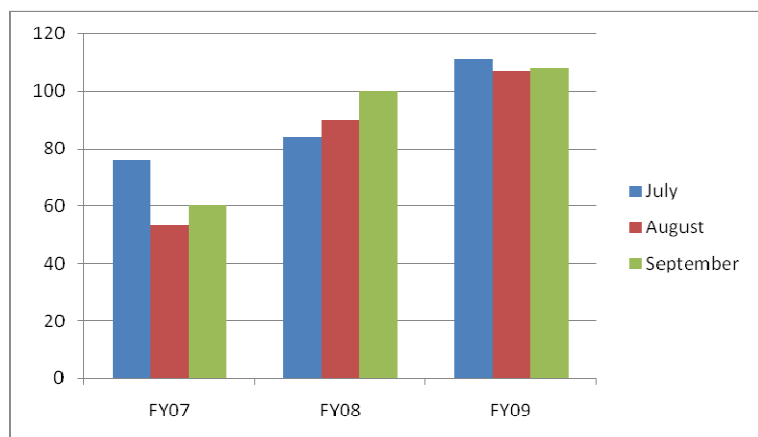
I enjoy the diversity I am able to have with the various elements of working in the health information arena. I am able to work with the physicians and all areas of the hospital. I enjoy the networking abilities this field has allowed me to attain.

Briefly tell us about yourself.

I am a mother of 5 and have been married for 13 years. I have worked in the medical field for 10 years, 7 of which have been in the medical records department. I thoroughly enjoy the work I perform and the people I work with.

The AR chapter of HIMSS would like to recognize Nancy for her service to the Board and to the HIMSS organization.

3rd Quarter Membership Growth Report



Newsletter Sponsors



Critical Access Hospital Deploys VoIP to Cut Cost and Prepare for Future

Fulton County Hospital
Salem, AR



Philip Hughes, CIO – Fulton County Hospital

Fulton County Hospital is a non-profit, 25-bed critical access hospital located in Salem, AR. On July 20th, the hospital held its grand opening ceremony for the new expansion which added just over 18,000 square feet to the existing facility. In addition to the expansion project, the hospital was on the verge of deploying PACS, a new CT, CR readers, a HIS upgrade, CPOE, and a PBX upgrade. There was only one problem – the hospital's network consisted of a 24-port switch and an aging PBX; the amount of new cabling that would be required for both voice and data transmission was daunting. To address the physical limitations of the existing network and simultaneously deploy a comprehensive solution to meet the needs of new imaging equipment and voice communications, the hospital chose to implement all new network equipment with a voice over internet protocol (VoIP) phone system.

The benefits that VoIP has brought to this small, rural hospital are many but ultimately it was cost, functionality, and mobility that were the primary drivers in making this decision. Deploying VoIP has allowed the hospital to consolidate the voice and data lines into single cable effectively cutting the cabling costs in half. The ability to make rapid phone configuration changes and office moves has been another significant benefit to both workflow and the budget. Any modification to the system, call groups, or phones that need to be made can now be made by staff in house as opposed to having to log a service call with the telephone company. Following the opening of the new expansion, there were several offices relocating that would have required multiple lines being moved and would depend on a 3rd party schedule. After deploying VoIP, office moves could be performed at a moment's notice and required no outside assistance.

Furthermore, the hospital has been able to cut recurring monthly costs by eliminating several individual phone lines that were associated with the legacy PBX. Using an inexpensive digital-to-analog converter, the hospital was able to migrate existing analog equipment, such as fax machines, to the IP network thereby removing the need for separate and individual analog phone lines and their associated fees.

Additionally, the added feature set and available functionality that IP phones provide made them an attractive and viable alternative to legacy phones. For example, easy access to staff directories on a digital display is a small but very helpful and time saving feature – specifically for new staff. Multi line configuration, video calls, and point-to-point intercom are a few other options that the hospital has deployed or will deploy in the near future to enhance communications among staff and patients to their caregivers.

Meeting the needs of increasingly mobile staff and offsite physicians has also been met using IP telephony. Deploying soft phones has allowed hospital staff to be offsite yet retain their 4-digit hospital extension and communicate as if they were inside the building. Perhaps more importantly though, is the ability the hospital will have in the future when offsite specialists in different facilities or cities can be consulted using local extensions and streaming video feed.

Implementing VoIP at Fulton County Hospital has provided a number of short term benefits and has provided the foundation for several more in the future. However, prior to migrating, there were several factors that were given lengthy consideration ranging from power and disaster recover to quality of service (QOS) and network security - all of which are critical to system continuity and the overall organization. To address power needs, data closets were equipped with sufficient UPS batteries and installed on the emergency power circuit. In the event the call manager server goes down or becomes unavailable, the SRST (Survivable Remote Site Telephony) module allows the phone system to stay online using alternative phone lines. QOS settings ensure that all voice traffic is given priority over data traffic on the network to ensure smooth conversation. While QOS allows for the smooth flow of voice-originating data packets across the network, encryption allows phone traffic to be secured as long as the call originates and ends within the network.

Implementing VoIP at Fulton County Hospital has enabled the facility to meet near term objectives and establish a solid foundation for the deployment of future applications and communications development. Equally important, the hospital has a scalable and reliable communications system that offers strong ROI, convergence opportunities, and increasingly needed mobility options in this rural setting.